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What is claimed is:

1. A nucleic acid construct comprising:  
a cassette comprised of a sequence of interest flanked by inverted tandem repeats and 3' distal primer binding site PBS;  
a gene encoding a reverse transcriptase/RNase H; and  
a second sequence of interest between the inverted tandem repeats and the 3' distal primer binding site PBS.
  2. The nucleic acid construct of claim 1 wherein said reverse transcriptase/RNase gene is selected from the group consisting of the reverse transcriptase genes from Moloney murine leukemia virus or human immunodeficiency virus.
  3. The nucleic acid construct of claim 1 additionally comprising a eukaryotic promoter for said reverse transcriptase/RNase H gene.
  4. The nucleic acid construct of claim 1 wherein the inverted tandem repeats are designed to form a stem-loop intermediate with the sequence of interest in the loop and the inverted tandem repeats forming the stem, the composition of the inverted tandem repeat being chosen to provide the stem-loop intermediate with different stabilities depending upon the proportion of ss-DNA to be produced by the first and second sequences of interest.
  5. The nucleic acid construct of claim 1 additionally comprising a eukaryotic promoter for said sequence of interest.
  6. The nucleic acid construct of claim 5 wherein the promoter for said sequence of interest is selected from the group of promoters comprising constitutive, inducible, wide-spectrum, or tissue specific promoters.
  7. An mRNA transcript comprised of a sequence of interest flanked by inverted tandem repeats, a primer binding site located 3' to the inverted tandem repeat, and a second sequence of interest.
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